

Miami-Dade Community College

Wolfson Campus

MAR 1011 - Principles of Marketing
ROSENTHAL Rm 3704. (305) 237-3151

COURSE OBJECTIVE: This course is presented as an introduction to marketing. It provides an overview of marketing and the distribution of goods and services with consideration to market research and analysis, buying and selling, product design, pricing, promotion, transportation and competition. It is designed to provide an overview of the marketing process, its institutions and strategies as practiced by business today. The subject matter is covered through an orderly analysis of the four parts of the market mix; PRODUCT, PLACE, PRICE, and PROMOTION.

COURSE OPERATION: This course utilizes a mixture of lecture, class discussion, case analysis and in class exercises. Contemporary marketing practices and the problems facing marketers today are analyzed through a review of the basic functions of marketing, the marketing environment, and the social and legal responsibility of business.

TEXTBOOK: Contemporary Marketing Wired, by Boone and Kurtz.

ATTENDANCE: Regular attendance is mandatory since the student is responsible for all materials covered in the lecture, class discussions, hand-outs and text. There is typically a high correlation between good classroom attendance and satisfactory performance on exams and other assignments. Attendance is taken only at the beginning of the class. Late arrivals will not be marked in attendance. The instructor reserves the right to lower the final grade one letter for students with five (5) absences without a verifiable medical or work-related excuse.

CLASSROOM ETIQUETTE: No audible beepers or cellular phones.

READING ASSIGNMENTS: Due to the scope of the subject matter, reading of the class assignments prior to attending the lecture is necessary in order to optimally relate to the lecture and auxiliary material which will be presented.

CLASS PRESENTATION: Each student is required to analyze a package which he/she selects and orally presents to the class. The time limit ranges from 3-8 minutes and will be set at a later date. Packages which exhibit creativity, uniqueness, alternate uses, eye appeal, and/or size variations lend themselves to a more interesting presentation. Do not select a package which has no real marketing interest.

Students will be graded on the number and competencies of the related points introduced. These include: color, size, perceptual benefits, labels, differentiation, technological innovations, instructions and warranties, competitor-s packages, alternate package uses, and the other related areas. The material presented must include primary field research (e.g. interviews with advertising agencies, marketing and/or public relations departments, store managers, and distributors.

WRITING ASSIGNMENTS: A 500-word analysis of the package, orally presented to the class, is required and due on the day your presentation is given in class. The paper is to follow the format set by the oral report and is to be in narrative form with MLA citations.

EXAMINATIONS: All exams are comprised of true/false and multiple-choice questions. The units are non-cumulative but do include material mentioned in class. The exam dates will be given with adequate notice. **Students must bring two (2) sharpened #2-Pencils to all exam sessions.** Students taking all exams will be able to drop their lowest grade. All others will use the exam missed as their one drop option. **THERE ARE NO MAKE-UP EXAMS.**

GRADING PROCEDURE:

3 exams (top 3 of 4 exams based on 100 pts. per exam)	300 points
Class participation and attendance	50 points
Package presentation	100 points
Writing assignment	50 points

The following scale will determine the final grade.

A	440 - 500
B	390 - 439
C	340 - 389
D	290 - 339
F	Below 290

STUDENT DROP PROCEDURES: It is the responsibility of the student who is unable to complete the course to request a AW@ through the Registrar's office prior to the above date. Failure to comply with this procedure will result in the grade earned as of the date of last attendance.

INCOMPLETES: An INCOMPLETE (I) will only be considered for extraordinary circumstances and if 80% of the materials have been satisfactorily completed by the final drop date.

COURSE COMPETENCY DISCLAIMER: Any deviation from the stated competencies is at the discretion of the instructor and is based on time and other restrictions.

OFFICE HOURS: If you are unable to contact me during my posted office hours, please leave a local telephone number, where you can be reached before 3:00 p.m., Monday through Thursday, with the receptionist in room 3704 (237-3151). Beepers or long-distance numbers cannot be used for contact. I will return your call as promptly as possible, probably during my next day's office hours.